

# SCAN

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## A Nordic touch – jewellery collections inspired by the Norwegian highlands

Linn Sigrid Bratland established her studio and jewellery design company in 2007, but it was not until 2014 that things turned a corner and propelled her into international success. As it turns out, having kids directly after starting a company gives you the space to work out ideas and an overarching strategy – and get to work once the kids are old enough.

By Pernille Johnsen | Photos: Aliona Pazdniakova

Bratland's jewellery design is the sum of her plentiful education and experience, focusing on tradition and pure craftsmanship. Bratland holds a bachelor's degree in folklore as well as a master's degree in traditional art with a focus on metal. Today, outsourcing production eastward is financially beneficial, but Bratland is adamant about producing her creations in her studio in Vinje, Telemark, which she says provides a sense of meaning by keeping the production so close to what inspires it. "It is a rural and remote part of Norway; the landscape is unforgiving and the elements make it scarcely populated. This rawness and natural beauty is my

most prominent source of inspiration as it is where folklore and old traditions still prevail," she explains. She combines old craftsmanship techniques with a specific use of enamel; all pieces of jewellery are unique and made in her silversmith studio in the little village of Edland in Vinje.

### From Telemark to Milan Fashion Week

Bratland was headhunted to exhibit her jewellery at a display organised by Artistar Jewels in Milan in 2016 as one of two Norwegians represented there. She is returning to Milan in 2017 to showcase her creations during Milan Fashion Week. 2016 also marks the year

her online store received a makeover, which spurred on substantial growth, and she has been working consistently with social media channels such as Instagram and Facebook.

Bratland's work is heavily featured at Norway Design, a boutique in Oslo and Trondheim, as well as independent goldsmiths and stores.



Necklace from the collection Rom.

For more information, please visit: [www.linnsigridbratland.com/en](http://www.linnsigridbratland.com/en) and find her as 'linnsigridbratland' on Instagram and Facebook.